

Scarlett Li Lam

EDUCATION

Ph.D. Candidate	Haas School of Business, University of California at Berkeley Specialized in marketing and Internet branding, GPA = 3.9
M.B.A. and M.S.	Haas School of Business, UC Berkeley. Major in marketing
B.B.A., first-class honors	Chinese University of Hong Kong. Major in marketing

ACADEMIC HONORS AND AWARDS

Three international doctoral dissertation proposal competition awards sponsored by the Marketing Science Institute, SAP America, and eBusiness Research Center
Two UC Berkeley campuswide research grant competitions
Five UC Regents doctoral fellowships
One American Marketing Association conference chairmanship
Six nominations accepted for conference doctoral fellows
Six college honors and fellowships. Dean's List. First-class Honors Graduate.

Instructor for M.B.A. and undergraduate core courses at U.C. Berkeley
Speaker at over 20 conferences in U.S. and Europe
Reviewer for marketing conferences

PROFESSIONAL EXPERIENCE – Details available upon request

1/99 - present	City Council, City of San José, CA	☞ Senior Budget and Policy Advisor to Councilmembers John Diquisto, Manny Diaz, Judy Chirco, and Terry Gregory
1/91 - 12/98	Office of Mayor Susan Hammer, City of San José	☞ Assistant Director, Budget and Public Policy ☞ Program Director, Project Innovation ☞ Senior Budget Analyst
6/89 - 12/90	Office of Policy Analysis, City of San José	☞ Policy Analyst ☞ Program Manager, City Trends
1/87 - 5/89	Vision 2020, Mountain View	☞ Consultant and Program Director
1/81-12/86	Computer Curriculum Corporation, Palo Alto, CA	☞ Assistant to the President

PROFESSIONAL AWARDS

Outstanding Employee of the Year Award, 1991, City of San José, CA
Outstanding Performance as a Team Player Award, 1990, City of San José, CA

PERSONAL INFORMATION

U. S. citizen. Fluent in reading, writing, and speaking Cantonese and Mandarin.
Passed Qualifying Exams (written and oral) for City Administrative Officer position.

REFERENCES

Excellent professional and academic references upon request